

“Recent Global Trends - Disaster Recovery CSR”

「CSR 最新のグローバル・トレンド: 災害復興に関連して」

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Angela Joo-Hyun Kang
Founder & Executive President
GCEF (Global Competitiveness Empowerment Forum)

Canon Institute for Global Studies (CIGS)
Tokyo, Japan

追慕

For all victims in disasters.

May their souls rest in peace.

Customize your company's responses by phase.

企業の対応策を段階別に個別仕様化する

Company's Crisis Response for External Disasters

Phase	CSR	Key Word
1. Crisis Intervention	Charitable CSR	Immediate Action
2. Crisis Recovery	CSV (Creating Shared Value)	Collective Action
3. Crisis Prevention	Sector Specific CSV	Multilateral Action

Phase 1

Intervention

第一段階：参加する

Phase 1: Intervention

Charitable CSR

Coordination and tracking are important.

慈善活動的CSR: 調整と情報収集が重要

Business Disaster Response Entry Form
If your company would like to submit information for an existing Corporate Aid Tracker on the U.S. Chamber Foundation CCC site, please use this form. (Fields with * are required for posting to CCC's site.)

Business or Corporate Foundation Name (as it should appear on CCC's website) *

For which disaster event is this an entry (ex: Hurricane Isaac, 2012 wildfires, Japan EQ, etc)? *

Briefly describe your company's response to the disaster named above. *

Maximum Allowed: 75 words. Currently Used: 0 words.

What is the financial value of this pledge (include cash and in-kind value)

Would you like to provide additional information?

Maximum Allowed: 300 words. Currently Used: 0 words.

Name *

First Last

Email *

Phone Number *

- ### -

Organization *

 U.S. Chamber of Commerce Foundation

[CENTERS](#) [BLOG](#)

Corporate Citizenship Center

The U.S. Chamber of Commerce Foundation Corporate Citizenship Center is a leading resource for businesses dedicated to making a difference. For more than 10 years, our programs, events, research, and relationships with key NGO and governments have helped businesses make the world a better place.

Ebola Outbreak — Corporate Aid Tracker

USD50.8 million
in cash and in-kind contribution
from 89 companies & foundations

(Last Update: Dec. 5, 2014)

Source: <http://www.uschamberfoundation.org/ebola-outbreak-corporate-aid-tracker>

Phase 1:
Intervention

Cash Donation

The amount and channel matters.

慈善活動的CSR: 義援金額の規模と義援金募集团体が重要

Company	What	Through Whom
Alcoa Foundation	USD80,000	CDC (US Centers for Disease Control and Prevention) Foundation
American Express	USD200,000	Int'l Medical Corps, Int'l Rescue Committee (IRC), Save the Children and US Fund for UNICEF
Bayer	USD32,000	Caritas International
BHP Billiton	USD400,000	The Pooled WHO Ebola Response
Bridgestone	USD1 million	
Citi Bank	USD100,000	CDC Foundation
Du Pont	USD250,000	Air freight charges
Exxon Mobil	USD150,000	
GE	USD2 million	

**Phase 1:
Intervention**

Cash Donation

Company	What	Through Whom
Google	USD10 million	7 charities
GSK	USD167,163	Save the Children, Ameri Cares, WHO and Project HOPE
IKEA Foundation	USD6.2 million	Doctors without Borders
JP Morgan Chase	USD300,000 plus employee matching grant	UNICEF and IRC
Microsoft	USD100,000 for relief and Ebola virus research	NetHope
Tangerine (A Canadian bank)	The Canadian bank. Matching donation to all customer donations up to USD50,000	Red Cross
Volvo	USD1.5 million	UN's Ebola Response Multi-Partner Trust Fund (MPTF)
Xerox Foundation	USD100,000	Save the Children

**Phase 1:
Intervention**

In-kind Donation

The amount and competence matters.

慈善活動的CSR: 支援物資の規模とその有効性が重要

Company	What	Through Whom
3M	1 million respirators	
Arcelor Mittal	2 ambulances	Ministers of US and Liberia
Baxter	IV fluids	Ameri Cares and Direct Relief
Bayer	USD3.2 million worth in drugs	Direct Relief
Booz Allen Hamilton	Experiences to collaborate, share data, updates and strategies	Dept. of Defense's All Partners Access Network
Chevron	2 ambulances	Chevron Nigeria Ltd.
Cica Motors (Toyota Liberia)	A Land Cruiser ambulance	Liberia National Red Cross Society
Citi Bank	1 million protective masks	Afya Foundation
Facebook	"Donate" button and internet connectivity across the region	American Red Cross, Int'l Medical Corps and Save the Children
FedEx	Transportation assistance	Direct Relief
GSK	USD642,935 pharmaceutical supplies	4 charities

Phase 1: Intervention

In-kind Donation

Company	What	Through Whom
Google	USD17.5 million worth in services – Setting up a website for donating \$2 for every \$1 donated up to USD7.5 million.	Google's website
IBM	Software donation – The cloud based technology to consolidate all data, pinpoint suspected cases and prepare emergency response teams.	
LG Electronics	2,000 smart phones for medical staff	The UN Office of Humanitarian Affairs
Microsoft	Software licenses and technical experts	The Center of Disease Control
National Airlines	Planeload of medical and relief supplies by its B747 400 Freighters from NY to the Monrovia Airport	US Government
Nippon Clever	USD740,000 worth in masks, 10,000 pieces	
Nissan Motor	Ambulances. 3 Nissan Jeeps and a 20 KVA generator, worth of USD100,000 by Lonestar Cell	President Office of Liberia. National Ebola Task Force.
Samsung	3,000 smart phones, worth of USD1 million	The UN Office of Humanitarian Affairs

**Phase 1:
Intervention**

In-kind Donation

Company	What	Through Whom
Shell	1 ambulance and 2 trucks with petroleum to last 6 months	
UPS	USD500,000 worth in contribution – Emergency funding and a charter flight for air, ocean and ground shipments	World Food Program’s Global Logistics Cluster Operations in West Africa. UNICEF, CDC, Medshare, Africare, DRI and other NGOs.
Western Union	“No Transfer Fee” program for all individuals donating to the American Red Cross. 1:1 matching donation program plus cash donation.	Through its services. Medical Corps and Save the Children.
Xerox Foundation	Recent update of its Maven Outbreak Management Software in efforts to track the rapidly spreading Ebola virus by condensing, sharing, and analyzing data officials will effectively trace the disease and prepare for future outbreaks.	

Phase 2

Recovery

第二段階：復興させる

Phase 2:
Recovery

CSV (Creating Shared Value)

**Create economic and social values,
as an inclusive approach.**

復興段階: インクルーシブな方法としての経済的・社会的価値の創造



Michael Porter

**“Reconceiving
products and markets”**

**“Redefining
productivity
in the value chain”**

**“Enabling
local cluster development”**



Mark Kramer

**Phase 2:
Recovery**

CSV (Creating Shared Value)

CSV is a strategic corporate decision.

復興段階: 共通価値の創造: 企業の戦略的意思決定事項



CSR (Ethical, Economic, Environmental and Social Responsibility)		
Corporate Social Contribution	Corporate Social Innovation	Corporate Social Responsibility
Win-Win CSR	Creative CSR & Sector Specific CSR	Responsibility CSR & Sector Specific CSR
ISO26000: Community Development	ISO26000: Consumer, Environment and Community Development	ISO26000: Corporate Governance, Human Rights, Labor, Environment and Anti-Corruption

**Phase 2:
Recovery**

Hybrid Approach

Consider a hybrid approach as a hybrid company.

復興段階: ハイブリッド的方法をハイブリッド企業として考案



Jeffrey Skoll

CSE

Corporate Social Entrepreneurship

Social Entrepreneurship

Corporate Entrepreneurship

Entrepreneurship



James E.
Austin, HBS

Phase 2:
Recovery

Hybrid Company

Utilize core competence as a hybrid company.

復興段階: ハイブリッド企業としての中核的な強みを活用する

Business Leadership by a Company as a Whole

Corporate Social Entrepreneurship (CSE)

“The process of extending the firm’s domain of competence and corresponding opportunity set through innovative leveraging of resources, both within and outside its direct control, aimed at **the simultaneous creation of economic and social value.**”

(Austin, Leonard, Reficco and Wei-Skillern. 2006)

Phase 2:
Recovery

Hybrid Talent

Nurture employees as a hybrid talent.

復興段階: 従業員ハイブリッド的な能力を育成する

Individual Leadership by an Employee

Corporate Social Intrapreneurs

“Individuals within the enterprise who are focused on fostering and bringing about the **internal organizational transformation and innovation**

that moves the organization to more advanced state of CSR”

(Austin and Reficco. 2009)

As champions, communicators, creators, catalysts, coordinators, contributors and calculators

Phase 2: Recovery

Hybrid Talent Example

- Sacha Carina, Global Program Manager Innovation of TNT's HQ
- Slum logistics Project : Mobile based addresses for slum areas in Mumbai, India partnering with Vodafone's Mpesa Team
- Experiences in engineering, living in slums to design sanitation and creating a cardboard toilet together with UNICEF and a multinational cardboard company



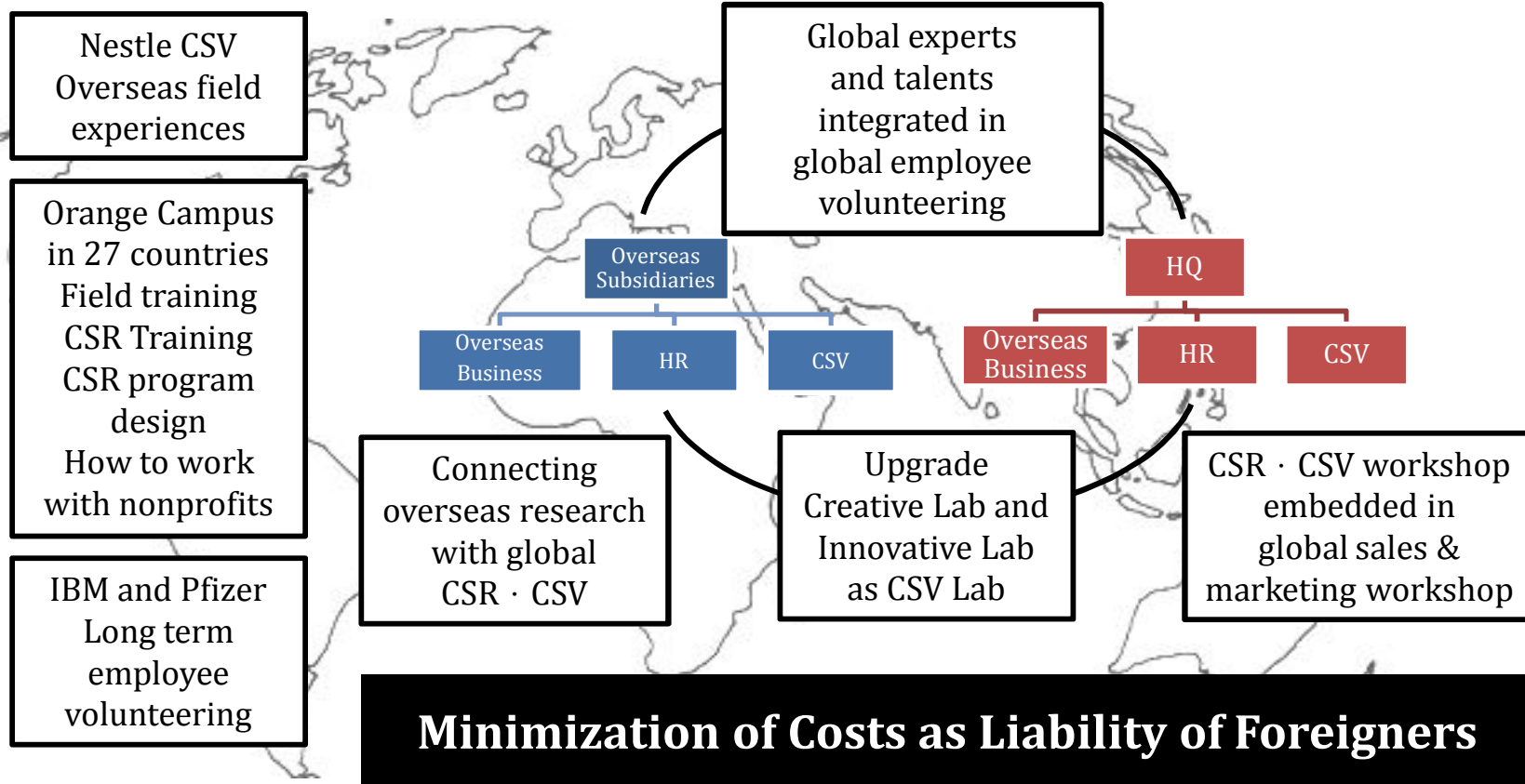
Rationality	Emotion	Credibility
<ul style="list-style-type: none"> • A local slum entrepreneur orders spare parts for his bike shop, he can use his mobile phone number as GPS based address location • He pays via Mpesa. Mpesa holds the money until the entrepreneur receives the spare parts and then, the money is being transferred • TNT delivers the spare parts to the GPS location that has been registered with the mobile phone number 	<ul style="list-style-type: none"> • “Aha” moment realizing almost impossible to send a camera to someone living in a slum when she wanted to send a gift to someone in Kibera slum (Kenya) where she spent 2 months 	<ul style="list-style-type: none"> • Reliable logistics, mobile-based addresses and secure payments stimulate local slum businesses to rise out of poverty by connecting them to the larger and global marketplace

**Phase 2:
Recovery**

Nurturing CSV Talent

Nurture hybrid talent with shared value perspectives.

復興段階: ハイブリッド的な能力を、共有する価値観と共に育成する



**Phase 2:
Recovery**

Leadership in Crisis

An affected country desperately calls for CSV help.

復興段階: 危機におけるリーダーシップ: 被災国は共通価値的創造の助けを切望

“World Bank and World Economic Forum estimates USD1.6 billion across Guinea, Liberia, and Sierra Leone.”



“If Ebola spreads beyond three, USD6.2 billion of output losses across Africa is expected.”

What we want is to get our economy operation functioning again.

‘We need those investors come back. We need contractors come back...

We need private sector’s help that goes beyond financial or technical assistance.’

**Phase 2:
Recovery**

Multilateral Cooperation

UN-Business Collaboration for Global Ebola Response

復興段階: 多角的協力: グローバルなエボラ対策: 国連と企業との共同作業



Georg Kell, Executive Director of UN Global Compact

Source: <https://www.flickr.com/photos/97720475@N07/sets/72157649782954851/>
(Photo/Stuart Ramson for United Nations Foundation)

UN-Business Collaboration for Global Ebola Response Summit

Thursday, Dec. 11, 2014
United Nations Headquarters
Hosted by UN Global Compact
and UN Foundation

<http://business.un.org>

Contact Angus Rennie,
Project Manager, UN-Business Partnerships
UN Global Compact
rennie@unglobalcompact.org

Phase 2:
Recovery

Collective Action

Corporate Voices from the Summit

復興段階: 集团的行動: エボラ対策サミットからの企業の声



Phase 2:
Recovery

Private Sector Mobilization

EPSMG (Ebola Private Sector Mobilization Group)

復興段階: 民間部門を動かす



Founder/Secretariat/Chair:

Dr. Alan Knight, Arcelor Mittal

Source: <http://www.dralanknight.com>



Source: www.epsmg.com

Phase 3

Prevention

第三段階：災害を防止する

Phase 3: Prevention

Company Level

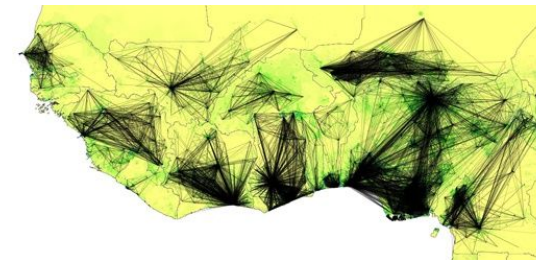
Find and focus on what your company is good at.

防災段階: 企業レベルの対応: 企業自身の強みを見極め、それに集中する



Source: <http://www.google.org/crisisresponse/resources.html>

Orange Telecom



West African regional transportation pattern model using mobile phone data for Senegal, released by Orange Telecom, gathered in 2013 from 15,000 phones, Before being anonymized and aggregated.

“Telling what places connected to the outbreak location might have new outbreak risks”

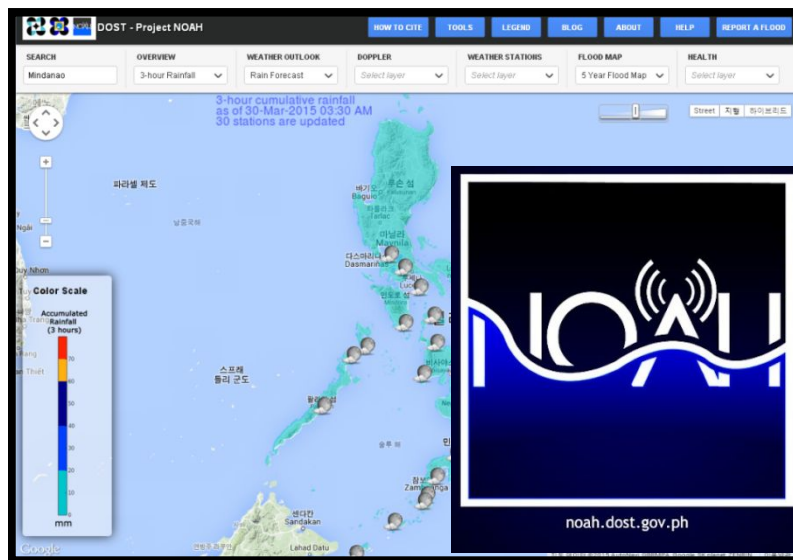
Source: <http://www.technologyreview.com/news/530296/cell-phone-data-might-help-predict-ebolas-spread/>

Phase 3: Prevention

Country Level

Sector specific CSV maximizes impacts of investment.

国レベルの防災: 特定の分野における共通価値の創造が、投資の効果を最大化



Source: <http://blog.noah.dost.gov.ph/about/>

**The Philippine Government's DOST
(Dept. of Science and Technology)
NOAH (Nationwide Operational
Assessment of Hazards)**

An early warning system
– A 6 hour lead-time warning to communities

57 international (World Bank etc.) and governmental (DOST, USAID, British Council, GIZ, JICA and KOICA etc.) organizations with private sector (Google Crisis Response, ABS-CBN Corporation, Global Telecommunications and Smart Communications etc.)

Phase 3:
Prevention

Regional Level

“Multilateral Action” multiplies a firm’s investment.

地域レベルの防災: “多角的な行動”こそ、企業の投資を増加



Phase 3: Prevention

R3ADY Asia-Pacific

地域レベルの防災: R3ADY アジア太平洋

Launched in 2011 APEC Summit
in Honolulu
as the Asia Pacific Disaster Risk
Reduction and Resilience (APDR3) Network

- Risk
- Reduction
- Resilience

In 2011,
USD400 billion losses,
75% AP region

ALIGN resources and expertise
BUILD knowledge for informed action
DESIGN solutions and strategies

- Reduce risks
- Strengthen resilience
of communities and
economies

R3ADY
Asia-Pacific
www.r3ady.org



Private Sector



FEMA



US Army Corps
of Engineers



USAID
FROM THE AMERICAN PEOPLE



NOAA



Public Sector

**Conclusion:
Summary**

Disaster Rehabilitation CSR

Maximize your company's contribution by phase.

要約—災害復興CSR: 段階別に企業の貢献度を最大化

Company's Crisis Contribution for External Disasters

Phase	CSR	Key Word	For Society	For Company
1. Crisis Intervention	Charitable CSR	Immediate Action	Rescue	Donation
2. Crisis Recovery	CSV (Creating Shared Value)	Collective Action	Rehabilitation	Reconnection
3. Crisis Prevention	Sector Specific CSV	Multilateral Action	Security	Investment

Thank You!

GCEF Global Competitiveness
Empowerment Forum

(사)글로벌경쟁력강화포럼

www.g-cef.org

Angela Joo-Hyun Kang

Founder and Executive President

GCEF (Global Competitiveness Empowerment Forum)

Address: #522, Changkang Bldg., 22, Dowha-dong, Mapo-ku, Seoul, Republic of Korea

Email: angela514k@g-cef.org